



Peggy Conlon
President & CEO

March 11, 2008

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB DOCKET NO. 04-233
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

As the FCC considers certain changes to its rules and policies to promote localism, the Ad Council would respectfully urge that the FCC consider broadcasters' extraordinary support of our PSAs which serve a myriad of local issues and needs.

Every year, the Ad Council garners approximately \$1.2 billion in donated media from broadcasters for its PSA campaigns which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, many of the Ad Council's PSAs address issues impacting local communities, including reducing gun violence, drunk driving prevention, foster adoption, promoting responsible fatherhood, disaster preparedness, financial literacy, foreclosure prevention, childhood literacy, amber alerts, high-school drop-out prevention, child abuse intervention and mentoring to name just a few.

To recognize this steadfast support, every year, the Ad Council sends thank-you letters to the General Managers of TV stations that donated substantial airtime to our PSAs. We also send a letter to the station's Member of Congress (where the station is licensed), commending the station's commitment to public service.

This small gesture is something we like to do annually to show our gratitude to our exceptional media supporters. Please find attached a letter sent on behalf of KGO-TV for their support of our PSAs.

We urge the FCC to consider these letters and others as one way in which stations support their local communities and needs.

Sincerely,

A handwritten signature in cursive script, reading "Peggy Conlon".

cc: The Honorable Michael J. Copps
 The Honorable Jonathan S. Adelstein
 The Honorable Deborah Taylor Tate
 The Honorable Robert M. McDowell



Peggy Conlon
President & CEO

October, 31 2007

Honorable Nancy Pelosi
United States House of Representatives
235 Cannon HOB
Washington, DC 20515

Dear Congressman Pelosi:

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the outstanding support our PSAs received from television station KGO-TV (located in your Congressional district and owned by ABC Owned Television Stations).

For sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non profit sponsors, raise awareness, change behaviors and save lives.

However, the Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like KGO-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2006, the media donated over \$1.9 billion in free airtime and space – an unprecedented amount!

In 2006, KGO-TV donated an impressive and substantial amount of airtime to our PSAs. Their steadfast commitment to public service allows the Ad Council to continue to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a host of pressing issues, including preventing youth reckless driving, obesity prevention, promoting financial literacy and autism awareness. In addition, the media rallied behind the Ad Council's new PSA campaign *Generous Nation*, which inspires Americans to give more of themselves (volunteering and donating) over the course of their daily lives.

Please join me in commending KGO-TV for using its valuable airtime to improve the lives of your constituents. You may contact the station at the following address:

Valari Staab, General Manager
900 Front St
San Francisco, CA 94111
415-954-7700

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at dkulzer@adccouncil.org or (212) 984-1905.

Sincerely,

Peggy Conlon
President and CEO
The Advertising Council, Inc.

cc: Valari Staab; General Manager/KGO-TV
Walter Liss , President/ABC Owned Television Stations

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